Leader Want Ads. are Read By 40,000 People Every Day ==

DAILY LEADER CLASSIFIED WANTS

THREE LINES, THREE TIMES. 25 CENTS



00000000000000000 FORM ONE MORE HABIT.

o best thrift-creed ever devised. O A habit is usually formed O shorthand in 13 to 14 drys and this O through yielding to natural incli- O scholarship will not be on sale long. O nation. The ad-answering habit O inquire at The Lender office. will have to be cultivated - per- O ! O and through an effort of will,

00000000000000000 FOR SALE

o ing "impossible," are you?

Buys a House and Two Lots on Car Line. Desirable Location. Address: C. Enright, Care of o care Leader, O Daily Leader.

00000000000000000 FOR SALE-By owner, beautiful room modern home, on best residence street in city, on East Side. Splendid neigaborhood—Fine shade and fruit trees-Good barn.

Price \$4,000.00. Address: Home Care Leader,

FOR EALE-Life Scholarship in Gullege's Business College. Address "M", care Leader.

LEGAL NOTICES.

ARCHITECTS NOTICE. Architects are invited to prepare and submit for consideration of the Board of Regents of the Colored Agricultural University, located at Lang-ston, Oklahoma, plans and specifications for a main building of fire proof construction, guaranteed by the architect not to exceed in cost the sum of \$65,060,00.

Plans etc, must be filed on or be-fore twelve o'clock noon, Friday, Aug-ust 7, 1908, with John L. Mitch, clerk of the Board at Guthrie, Oklahoma. The Board reserves the right of rejecting any or all plans.

JOHN L. MITCH.

In accordance with House Bill No. 472, The State Brining Board will on the Lith day of August, 1908, at the office of the State Brining Board will on the Lith day of August, 1908, at the office of the State Printer, in the city of Gutarie, Okia., receive sealed blds for printing Volume No. 19, of the Supreme Court Reports of Oklahoma. Each bld shall be accompanied by a deposit of one hundred dollars as an evidence of good faith and sufficlent bond for the performance of the work and no bid will be received at a greater price than one dollar and fifty cents per volume. The successful bidder shall cause to be made matrices, and stereotyped plates of said volume, which shall be after work is completed, delivered free of cost to the State Librarian at Guthrie, Okla., to become the property of the State. There will be two facusand copies of Transfer and Baggage said Report and the Board reserves right to reject any or all bids. Bids must be in the bands of undersigned not later than 2 o'clock p. m., of sail day. This 21st day of July, 1908. C. C. WORRALL,

FOR SALE.

25 deaks used in the equilibritional O To some people "opportunity" O to convention for sale, 35 each. Call at O is merely a word, using by essay. O is selected for the dear.

O is is, posts and answerers, how o

FORM ONE MORE HABIT.

O You have probably not yet o lege that we have advertised a few times, but we have arranged to do other advertising for Prof. Gulledge and we now have another scholarship or paying one—and one that would one that would one paying one—and one paying one—and one that would one paying one—and one

O haps against present inclination, O FOR SALE-Life scholarship in Hill's You are not in the habit of say- O Regular price, \$60.00. Big discount. Big "impossible," are you? O Address "O. C.," care The Leader.

FOR SALE-Life scholarship in Guthrie University, Price \$42.56, Call at Leader office.

Cheap for cash. Address "Ell," care O Leader.

O FOR SALE—Scholarship in Guileds and receive raward. 3t

FOR SALE- Scholarship on Hills Business College, Oklahoma City Address Dally Leader, FOR SALE-Old newspapers at The

Leader office, 30c per hundred. FOR RENT. FOR RENT-Furnished rooms with lights and bath. 211 E. Harrison.

SALESMEN WANTED. SALESMEN & AGENTS—\$\$ \$50.00 tlons from, with bargain, prices, write us. Now is the time, United States Selling Corporation, 887 Pierce III ejection. Sells to States Selling Corporation, 887 Pierce till election. Sells to Stores, County LOST-Somewhere on streets while Fairs, Picnics and Private Families. out driving in evening of July 15th 60 Wabash Ave., Chicago.

new Remington Auto-loading shotguu,

FOLEYSHONEYANDIAR the Job. Call at Lender office. stogs the cough and heals lungs

Will call and get your shoes and deliver them on short notice for 10c

105 SOUTH SECOND ST. Phone 1253

JOE'S

Line-General Drayage Prompt attention given to

all calls

State Printer. tand Cor. 1st and OKLA

LYMON J. GRAY, Cashier

C. T. EISENSCHMIDT, A. C.

A. R. EASTMAN LYMON J. GRAY CHAS. F. EISENSCHMIDT

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HELP WANTED-FEMALE.

WANTED-At Leader office at once, 20 girls to fold papers.

WANTED AT ONCE-TWO EXPE rienced waiters or waitresses, and one second cook. Apply Burnett's Place, 105 S. 1st. 20

MISCELLANEOUS.

000000000000000 FOR SALE-Columbia graphophone. LOST-DETWEEN THE CITY AND Summit View cometery, a man's gray cont, with a Shriner's pin in Japel finder will bring same to this office

> Exchange-Stack of agricultural implements and harness for Guthrie property. Apply to M. Collar.

WE CAN FURNISH THE AUTOMO-BILE you are looking for, no matter where you are k cated for less morey than you can get it elsewhere, whether it be a new car, or a slightly used car, whether a gasoline, electric or a steam car. Write us the style car you are looking for and the amount or money you want to spend. We will submit several to make four selec-

Pairs, Picnics and Private Families. out driving in evening of July 15th, Complete line of samples; charges a lady's gold hunting case watch and prepaid for 50c. Order today.

CHICAGO NOVELTY CO., flawers, the other side lady's head. Letter B engraved on fob and outside case, also name May on inside lid. liberal reward will be paid for return The gove season will open August of same to the Arkansas Lumber Co. st. Somebody is gong to get a fine w. Remington Auto-loading shotgun, WANTED-Second hand banking o office furniture at one. Address "C. P.," care Leader. 2

WANTED-Young ladies to know that a Gulledge scholarship lands

FOUND-4 adies gold watch in front of Grand Leader. Owner can have same by identifying property at police station and paying for this notice.

SITUATIONS WANTED.

WANTED-Position on farm , dair preferred. Address, J. J., care Th

M. A. C. answer to ad. Call a

FOLEYS HONEY OF TAK Gures Coldas Prevents Pacumenia

THE A. B. C. AND
X. Y Z. OF ADVERTISING C

A story is told of a prisoner who called the judge a fool. The judge flued him 110. He paid the fine but asked: "Do you fine people for think lag, your Honor?" The judge answered in a negative. "Well," he said. "I think you're a fool still."

If, I should again a presental order.

If I should print my personal opin-ion of some big advertisers like as not I'd get fined; but it is perfectly safe to think. If a traveler came to you and talk ed of the stuff which his house prints as advertising you would put him down as pu idlot.

The talk is unnatural; soor ling brass Sud a linkling cymbal; uneal, nsincere, dead. The reader feels that t isn't the advertiser who is talk ing; that there really isn't snybody alking; that the words are just print

Good advertising is good talk; the trank honest kind that convinces.

An advertisement of one hunderd words should make the reader think five thousand words; and herein is the whole secret of good copy. It isn't what you say that counts but the elaim of thought which your advertising creates.

The more you fuse over your advertising copy the poorer the result. It isn't a job to stutter about or to apologize for or to burn midnight oil If you want to make an adveusing hit all you need to do in to talk election. to the reader of the newspaper as you talk across the counter to a cus-

Two Irishmen chased a wild-cat up a tree. Pat went up to shake him off while Mike remained below to catch him when he fell. Both were successful, but affice and the wild-cat were soon in a rough and tumble strap below. Pat called out "Shart Di come down an' help you hawld down Mike?" "Naw! Begorra, come douwn Pat, an' help me let him go." Advertising is a wild-cat up a tree once you have shaken it off the prob

one you have maken of "letting go" is quite as dif-ficult as the problem of "hawking on." But what we need in classe is negret, and a reasonable assurance

It rarely pays to splurge. Make your appropriation deliberately and carefully. Prepare good copy Advertise continuously; every day or at least every other day. Your stores is the seed on the plant. The advertising is the rair and the sunshine. You can't rush the growth. It may take weeks or months to produce flowers weeks or months to produce flowers

Daily Leader Coupon

ever, the word has more fully de o # This Coupon and 25c in cash will be taken as payment for fifteen word want ad. to run three times in DAILY LEADER.

A Factory Site that is hard to Beat. VOR BUSINESS PURPOSUS

WHY NOT TRY IT!

GUTHRIE

The Garden City of the Great Southwest.

POPULATION 23,000

GUTHRIE

is a city less than twenty years old, situated in the center of Logan county, the garden spot of Oklahonm, having more Factories, more Railroads, more Business Houses, more chance for manufacturers looking for a place to locate, than any other city of its age and size in the United States. Its wheat and cotton fieds are the envy of allits people liberal minded and of that grand western hospitality.

GUTHRIE HAS

43 Factories and wants 43 more Paved streets 32 Passenger Trains daily Bank Deposits of \$3,500,000 Eight Lines of Railroads Coal Oil and Cas on the way 400 Business Houses Electric Street Cars Ten schools Five Public Parks. Convention Hall coating \$175,000

\$100,000 Federal Building 40,000 Carnegle Library 35,000 City Haft 150,000 Masonic Temple 158,000 Court House Largest and Only Fire Proof Hotel in the State

0000000000000 KEEP POSTED.

> The Leader from now until after the November elections for \$2.00.

00000000000000000

IT IS WELL TO REMEMBER. That you get today's news Q

Will bring you the

(By Mail)

From now until after

Keep informed. Cut out this ad., roll in it a

Bill and mail to Daily

Palpitation of the Feart. Digests what you eat. DR. C. M. COE, 915 Walnut M., Kansas City, Mo.

LET

AUVERTISING SPACE "WITH POWER"

ANY legitimate business enterprise may read advertising space in this newspaper with power -the one dependable motive power for 'running' any business that can be made to run - the power of PUBLICITY. Space may be secured according to your requirements - much or little, as you may elect, with

hope to do " meh" business. Apply at Business Office

a preference for "much" if you

Leader Book Bindery

will turn out your books promptly and

cheaply.

TOP O RESISTANCE O CONTROLINO O CASA GUTHRIE-

NEAT : PRESSING : CLUB Will call for and deliver your clothes cleaned and pressed. Four suits per

month one suit per week special attention. ERNEST B. METZ Phone 805 Guthrie, Okla

Boyal Rotel Busement

ASSOCIATED

KANSAS CITY

AVG. 26, 27, 28

best goods. **ADVERTISING CLVBS** OF AMERICA CONVENTION

MADAME DEAN'S FRENCH FEMALE HEVER KNOWN TH FAIL

W. T. KIMBERLEY, M. D. Rectal Diseases Exclusively The Home Sanitarium S. W. Cor. of Oklahoma Ave. and Second Street. Examination and Consultation by Appointment.

Sold in Guthrie by C. R. Renfro

PILES get immediate relief from Dr. Shoop's Magic Ointment.

VARICOCELE safe, Palniess, Permanoni Cure STARRITTEE, varia experience. No money accepted until tient is well COMPLY TATION and called BOOK Fare, by sull or at office.

| | Santa Fe. West Bound | - |
|--------|----------------------------------|------------|
| Nal | | B-TFe |
| No. | Ilb. Lv 5:00 | p.m. |
| No | 405 | p.my |
| | East Bound. | |
| No. | 18 4:50 | p.m. |
| | 116 | |
| No. | 406 5:25 | a.m. |
| | | |
| | Eastern Oklahoma. East Bound. | |
| PAT 24 | A00 An 0.00 | Maria Live |

West Bound. No. 410, Lv. 5:00 p.m Denver, Enid & Gulf. Sast Bound. No. 441, Ar. 9:20 a.m.

No. 443 Ar. 6:45 p.m. West Bound. No. 442 Lz. 5:60 p.m. No. 444 Lv. 7:00 p.m Cashion Line.

M., K. & T. North Bound.

Ft. Smith & Western. West Bound. No. 1 Y:05 p.m. No. 15 Lv. 7:95 p.m. Farm Loans Real Estate Rock Island. West Bound. No. 745 Bound. 9:05 a.m. insurance.

00000000000000000

No. 746 3:50 p.m

Advertising isn't a crucible with the lazy, bigoted and incapable merwhich inzy, bigoted and incapable mer-chants can turn incompetency into sucess but one late which brains and enacity and courage can be poured and changed into dollars. It is only short cut across the fields-not a noving platform. You can't "get here" without "going some." It's a game in which the worker-

ot the shirker-gats rich. By its measurement every man of How do you figure the cost of the stands for what he is and what he of How do you figure the cost of the does, not for what he was and what he of the cost per thousand of the cost per thous

plague has a ghost of a chance.

Advertising doesn't take the place of of business talent or business manage [0000000000000000 It simply tells what busines is and how it is manuged. The anob whos father created and who is con tent to live on what was hanied to him can't stand up against the man who knows he must build for himself. What makes you think that you are entitled to prosper as well as a competitor who works twice as hard

for his prosperity? Why should us many people come to your store as patronize a shop that makes an sudsavor to get their trade and shows them that it is worth while o come to its de Jrs?

Why should a newspaper send as many customers to you in half the time it took to fill an establishment which had advertised twice as long and paid twice as much for its publicity? This is the day when the best man wins-afer he proves that he is the best man-when the best store wins when it has shown that it is the best at re-when the best goods win, after they've been demonstrated to be the

If you want the plum you can't get it by lying under the tree with your nouth open walting for it to drop-tomany other men are willing to elimb in their engerness to get it away from It is a man's same-this advertising

-just hanging on and tugging and straining all the time to get and keep ahead. It is the finite expression of the law of competition which sits in blind-folded justice over the markets of the world.

KILL THE COUCH AND CURE THE LUNGS

WITH Dr. King's New Discovery FOR COUCHS PRICE AND ALL THROAT AND LUNG TROUBLES. GUARANTEND SATISFACTORY OR MOMEY REPUMBED.



ON GEUNINE, DEEP SHAFT M'ALISTER COAL

ORDERING A SUPPLY TODAY. WHILE THE PRESENT SUPPLY STS IT WILL BE SOLD AT A EDUCED PRICE IN ORDER TO BELL OUT CLEAN.

YOU KNOW WHAT THE FORMER RICE WAS-ASK ABOUT THE RE LUCED PRICE TODAY.

N. F. CHEADLE PHONE 63

-City Directory-TOWEL SUPPLY

J. D. CHAYS, Proprietor.

Towels and Aprons of all kinds tur-nished at very reasonable rates. See INSURANCE AND REAL ESTATE

Fire, Lightning Tornado, Ac cident, Plate Glass and all other

F. A. Googins. 1201 W. Onia. Ave one 864

0000000000000000 C. M. GRANT

Anctioneur 17 Years Experience Crying Sales. Call up phone 75 at my expense.

C. M. GRANT,

00000000000000000 COUNTING THE COST.

snother day and has to be taken care O. The advertising rates of The O of with the same energy as its yester O baily Leader are much less O day.

The quitter can't survive where the Company on figure the coat per O

O thousand readers.





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We are Buttin' in the Button



Soci e ties Churches Esunions Adver'tsg P Br poses

Only first class outht in the territories Write for sample and get prices.

Armantrout Bros. Guthrie, Okla

TC get immediate reflet from

laundred at the GUTHRIE LAUNDRY

COMPANY Phone 109. 502-504 W. Okle.home Ave

GUTHRIE, OKLAHOMA

DIRECTORS 4

Under the culing of the Attorney General you must will supply your The Leader Office wants quickly and satisfactorily.

A. R. EASTMAN, President S W. KEISER, Vice-President

The Oklahoma State Bank

Deposits in this Bank are guaranteed by the Depositors Guaranty Fund of the State of Oklahoma. New State Law Provides Absolute Safet's to Our Depositors. We Pay 4 per cent Interest on Time Deposits.

A. L. SPURRIER PELIX ADLER

W. H. GRAY

Your health should be preraved by having your clothes